Think, Plan, Work Differently.

Helping organizations and their leaders succeed in a digital economy: *Brief for DMAP*

How does an organization and its people adapt and evolve to reach the next stage of growth in the digital economy?

Problems we solve & outcomes we enable.

Everything we do is related to growth: helping organizations become more competitive and increase revenue or helping them maximize expenditures and improve performance.

Typical outcomes we enable:

- Assess why, how and in which order to leverage specific technology to:
  - **increase operational efficiency** (back-office optimization and digitization, finance, admin, operations) or
  - **customer performance** (customer experience and transactions, digital channel strategies, revenue models).

- We help to prioritize and maximize your investments

- Enable the leaders and the organization to support ongoing change and develop capabilities

- We help teams and leaders innovate. In particular, re-think business models, re-imagine and re-design service delivery via digital channels and adapt operating models to grow in a digital economy.
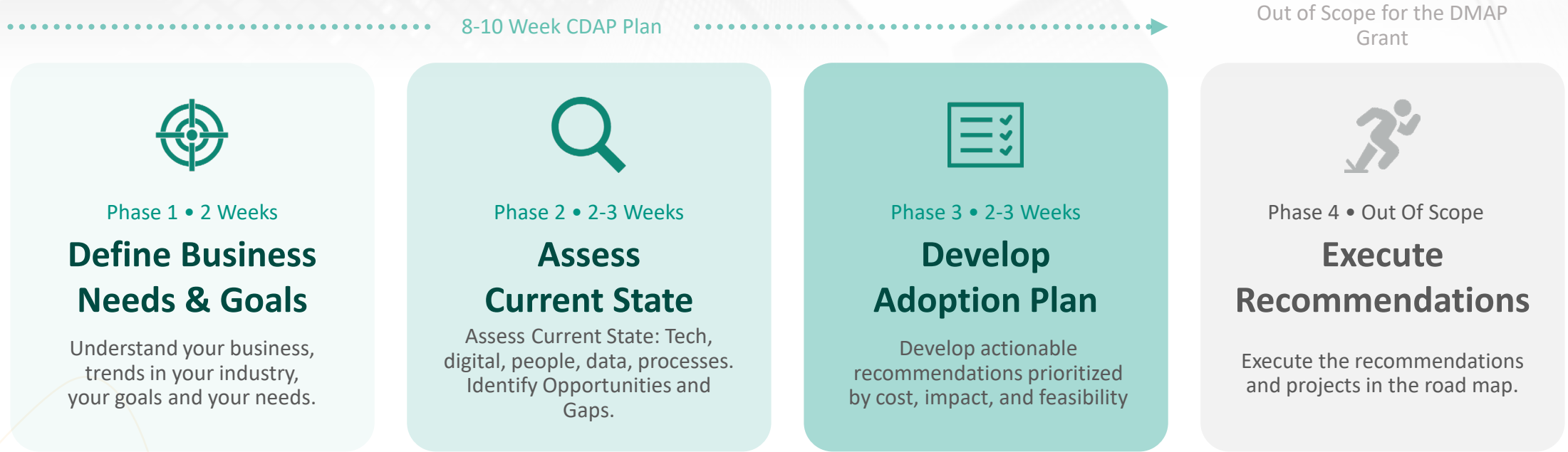
Digital Adoption Planning. Why do it?

- Technology and digital tools impact **every aspect of your business** from how you sell and transact online, reach clients, manage accounting, customer service, marketing etc.

- With every new technology or platform there is tremendous opportunity but also change. Change in HOW your team will work (processes and operations) and how your customers might interact with you.

- We believe that any digital adoption plan must be human-centred first and foremost.

- A good plan will specify **how** technology will support your business goals and consider the related impact on people and processes in the way you operate.

What does a "digital adoption plan" entail exactly?

- It should clearly outline why you are implementing tech/digital, what and how.

- It will include a focused list of initiatives/projects or solutions unique to your business, your industry and of course your business goals. for example:

  o *Recommendations as it relates to new tools or platforms for content, e-commerce, document or digital asset management, customer management or go-to-market performance.*

  o *Recommendations on back-office optimization and integration, streamlining efficiencies, IT management and/or platform recommendations.*

  o *Why and how to leverage specific data for customer growth*

- The plan will highlight dependencies, priorities and recommendations on what to undertake first and why.

- It must also take into consideration the degree of complexity to implement against your **internal capabilities and skills as well as budget forecasts for the next few years**

Our Approach & DMAP Requirements

A proven process honed over a decade of experience helping organizations develop their growth and innovation road maps.

8-10 Week CDAP Plan

Out of Scope for the DMAP Grant

Phase 1 • 2 Weeks

Define Business Needs & Goals

Understand your business, trends in your industry, your goals and your needs.

Phase 2 • 2-3 Weeks

Assess Current State

Assess Current State: Tech, digital, people, data, processes. Identify Opportunities and Gaps.

Phase 3 • 2-3 Weeks

Develop Adoption Plan

Develop actionable recommendations prioritized by cost, impact, and feasibility

Phase 4 • Out Of Scope

Execute Recommendations

Execute the recommendations and projects in the road map.

Our Team

We like to think of ourselves as deep thinkers but agile doers.

Each member of our close-knit team brings deep expertise in the core drivers of change in a digital economy: technology, data, customer experience, transformation and innovation, operating models and human design. Collaboratively with our clients, we tackle complex problems but always begin with a pragmatic plan.

Highly Specialized Knowledge

We aim to bring hard to find expertise in combination. Growth and digital adoption plans often requires a blend of unique skill sets.

Pragmatic

We have been in your shoes and understand what it takes to get things done. We are pragmatic and hands on.

Flexible

While we have proven methodologies we don't believe in one size fits all. We aim to tailor to your needs. Every time.

Human Focused

Organizational change is the collective result of individual change. We put people at the heart of all our plans. Technology doesn't disrupt, people do!